Community Profile

Norman City, OK
Norman City, OK (4052500)
Geography: Place

	Norman city, ...
Population Summary	
2010 Total Population	110,865
2020 Total Population	128,023
2020 Group Quarters	9,634
2023 Total Population	131,344
2023 Group Quarters	9,634
2028 Total Population	134,514
2023-2028 Annual Rate	0.48%
2023 Total Daytime Population	119,977
Workers	54,492
Residents	65,485
Household Summary	
2010 Households	44,629
2010 Average Household Size	2.33
2020 Total Households	50,640
2020 Average Household Size	2.34
2023 Households	52,453
2023 Average Household Size	2.32
2028 Households	54,340
2028 Average Household Size	2.30
2023-2028 Annual Rate	0.71%
2010 Families	24,895
2010 Average Family Size	2.93
2023 Families	28,044
2023 Average Family Size	2.98
2028 Families	28,813
2028 Average Family Size	2.96
2023-2028 Annual Rate	0.54%
Housing Unit Summary	
2000 Housing Units	41,883
Owner Occupied Housing Units	52.0%
Renter Occupied Housing Units	41.5%
Vacant Housing Units	6.5%
2010 Housing Units	47,920
Owner Occupied Housing Units	50.9%
Renter Occupied Housing Units	42.2%
Vacant Housing Units	6.9%
2020 Housing Units	55,692
Owner Occupied Housing Units	46.8%
Renter Occupied Housing Units	44.2%
Vacant Housing Units	9.1%
2023 Housing Units	57,752
Owner Occupied Housing Units	47.3%
Renter Occupied Housing Units	43.5%
Vacant Housing Units	9.2%
2028 Housing Units	59,574
Owner Occupied Housing Units	48.1%
Renter Occupied Housing Units	43.1%
Vacant Housing Units	8.8%

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

January 09, 2024

	Norman city, ...
2023 Households by Income	
Household Income Base	52,444
<$15,000	12.4%
$15,000 - $24,999	7.5%
$25,000 - $34,999	10.3%
$35,000 - $49,999	12.6%
$50,000 - $74,999	16.4%
$75,000 - $99,999	12.5%
$100,000 - $149,999	17.0%
$150,000 - $199,999	5.3%
$200,000+	5.9%
Average Household Income	$85,257
2028 Households by Income	
Household Income Base	54,331
<$15,000	11.3%
$15,000 - $24,999	6.4%
$25,000 - $34,999	9.2%
$35,000 - $49,999	11.9%
$50,000 - $74,999	16.3%
$75,000 - $99,999	12.6%
$100,000 - $149,999	19.4%
$150,000 - $199,999	6.4%
$200,000+	6.6%
Average Household Income	$94,856
2023 Owner Occupied Housing Units by Value	
Total	27,317
<$50,000	2.4%
$50,000 - $99,999	3.1%
$100,000 - $149,999	13.2%
$150,000 - $199,999	20.8%
$200,000 - $249,999	12.3%
$250,000 - $299,999	14.2%
$300,000 - $399,999	20.6%
$400,000 - $499,999	6.6%
$500,000 - $749,999	4.3%
$750,000 - $999,999	1.1%
$1,000,000 - $1,499,999	0.1%
$1,500,000 - $1,999,999	0.0%
$2,000,000 +	1.1%
Average Home Value	$288,530
2028 Owner Occupied Housing Units by Value	
Total	28,662
<$50,000	1.3%
$50,000 - $99,999	1.7%
$100,000 - $149,999	9.0%
$150,000 - $199,999	17.0%
$200,000 - $249,999	11.5%
$250,000 - $299,999	15.6%
$300,000 - $399,999	26.3%
$400,000 - $499,999	9.0%
$500,000 - $749,999	5.9%
$750,000 - $999,999	1.6%
$1,000,000 - $1,499,999	0.1%
$1,500,000 - $1,999,999	0.0%
$2,000,000 +	1.2%
Average Home Value	$321,842

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

January 09, 2024

	Norman city, ...
Median Household Income	
2023	$58,687
2028	$65,266
Median Home Value	
2023	$242,445
2028	$280,737
Per Capita Income	
2023	$34,370
2028	$38,633
Median Age	
2010	29.6
2020	31.7
2023	32.0
2028	32.6
2020 Population by Age	
Total	128,023
0 - 4	5.1%
5 - 9	5.5%
10 - 14	5.6%
15 - 24	24.3%
25 - 34	13.9%
35 - 44	11.9%
45 - 54	9.7%
55 - 64	10.1%
65 - 74	8.4%
75 - 84	4.0%
85 +	1.5%
18 +	80.3%
2023 Population by Age	
Total	131,344
0 - 4	5.1%
5 - 9	5.1%
10 - 14	5.1%
15 - 24	23.5%
25 - 34	15.8%
35 - 44	11.8%
45 - 54	9.5%
55 - 64	10.2%
65 - 74	8.3%
75 - 84	4.2%
85 +	1.6%
18 +	81.4%
2028 Population by Age	
Total	134,514
0 - 4	5.2%
5 - 9	5.0%
10 - 14	5.0%
15 - 24	23.3%
25 - 34	14.6%
35 - 44	12.4%
45 - 54	9.8%
55 - 64	9.2%
65 - 74	8.5%
75 - 84	5.1%
85 +	1.9%
18 +	81.7%
2020 Population by Sex	

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

January 09, 2024

	Norman city, ...
Males	63,427
Females	64,596
2023 Population by Sex	
Males	65,559
Females	65,785
2028 Population by Sex	
Males	66,934
Females	67,580
2010 Population by Race/Ethnicity	
Total	110,864
White Alone	79.7%
Black Alone	4.3%
American Indian Alone	4.7%
Asian Alone	3.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.9%
Two or More Races	5.5%
Hispanic Origin	6.4%
Diversity Index	43.3
2020 Population by Race/Ethnicity	
Total	128,023
White Alone	69.7%
Black Alone	5.0%
American Indian Alone	4.4%
Asian Alone	4.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.2%
Two or More Races	12.6%
Hispanic Origin	9.2%
Diversity Index	57.6
2023 Population by Race/Ethnicity	
Total	131,344
White Alone	68.6%
Black Alone	5.1%
American Indian Alone	4.4%
Asian Alone	4.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.5%
Two or More Races	13.0%
Hispanic Origin	10.0%
Diversity Index	59.4
2028 Population by Race/Ethnicity	
Total	134,514
White Alone	66.0%
Black Alone	5.3%
American Indian Alone	4.4%
Asian Alone	4.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.9%
Two or More Races	14.4%
Hispanic Origin	11.0%
Diversity Index	62.5

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

January 09, 2024

	Norman city, ...
2020 Population by Relationship and Household Type	
Total	128,023
In Households	92.5%
Householder	39.6%
Opposite-Sex Spouse	15.8%
Same-Sex Spouse	0.2%
Opposite-Sex Unmarried Partner	2.5%
Same-Sex Unmarried Partner	0.2%
Biological Child	21.6%
Adopted Child	0.8%
Stepchild	1.1%
Grandchild	1.5%
Brother or Sister	0.9%
Parent	0.8%
Parent-in-law	0.2%
Son-in-law or Daughter-in-law	0.2%
Other Relatives	0.7%
Foster Child	0.1%
Other Nonrelatives	6.1%
In Group Quaters	7.5%
Institutionalized	1.1%
Noninstitutionalized	6.5%
2023 Population 25+ by Educational Attainment	
Total	80,462
Less than 9th Grade	1.7%
9th - 12th Grade, No Diploma	4.0%
High School Graduate	16.9%
GED/Alternative Credential	3.1%
Some College, No Degree	19.0%
Associate Degree	8.5%
Bachelor's Degree	26.1%
Graduate/Professional Degree	20.7%
2023 Population 15+ by Marital Status	
Total	111,333
Never Married	42.6%
Married	43.4%
Widowed	3.9%
Divorced	10.1%
2023 Civilian Population 16+ in Labor Force	
Civilian Population 16+	69,489
Population 16+ Employed	96.2%
Population 16+ Unemployment rate	3.8%
Population 16-24 Employed	23.2%
Population 16-24 Unemployment rate	8.4%
Population 25-54 Employed	58.6%
Population 25-54 Unemployment rate	1.6%
Population 55-64 Employed	12.5%
Population 55-64 Unemployment rate	2.9%
Population 65+ Employed	5.6%
Population 65+ Unemployment rate	8.0%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

January 09, 2024

	Norman city, ...
2023 Employed Population 16+ by Industry	
Total	66,842
Agriculture/Mining	1.6%
Construction	5.6%
Manufacturing	5.2%
Wholesale Trade	1.1%
Retail Trade	11.7%
Transportation/Utilities	4.3%
Information	3.1%
Finance/Insurance/Real Estate	4.9%
Services	56.0%
Public Administration	6.5%
2023 Employed Population 16+ by Occupation	
Total	66,842
White Collar	68.1%
Management/Business/Financial	15.2%
Professional	32.9%
Sales	9.4%
Administrative Support	10.5%
Services	16.1%
Blue Collar	15.8%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	4.3%
Installation/Maintenance/Repair	2.7%
Production	3.6%
Transportation/Material Moving	5.0%
2020 Households by Type	
Total	50,640
Married Couple Households	40.5%
With Own Children <18	16.0%
Without Own Children <18	24.4%
Cohabitating Couple Households	6.8%
With Own Children <18	1.9%
Without Own Children <18	4.9%
Male Householder, No Spouse/Partner	22.9%
Living Alone	15.1%
65 Years and over	3.1%
With Own Children <18	1.6%
Without Own Children <18, With Relatives	2.3%
No Relatives Present	3.9%
Female Householder, No Spouse/Partner	29.9%
Living Alone	17.2%
65 Years and over	6.9%
With Own Children <18	4.8%
Without Own Children <18, With Relatives	4.8%
No Relatives Present	3.1%
2020 Households by Size	
Total	50,640
1 Person Household	32.3%
2 Person Household	33.4%
3 Person Household	15.0%
4 Person Household	11.9%
5 Person Household	4.7%
6 Person Household	1.8%
7 + Person Household	0.9%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

January 09, 2024

	Norman city, ...
2020 Households by Tenure and Mortgage Status	
Total	50,640
Owner Occupied	51.4%
Owned with a Mortgage/Loan	33.5%
Owned Free and Clear	17.9%
Renter Occupied	48.6%
2023 Affordability, Mortgage and Wealth	
Housing Affordability Index	96
Percent of Income for Mortgage	24.8%
Wealth Index	72
2020 Housing Units By Urban/ Rural Status	
Total	55,692
Urban Housing Units	90.4%
Rural Housing Units	9.6%
2020 Population By Urban/ Rural Status	
Total	128,023
Urban Population	89.3%
Rural Population	10.7%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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January 09, 2024

	Norman city, ...
Top 3 Tapestry Segments	
1.	Bright Young Professionals
2.	College Towns (14B)
3.	Set to Impress (11D)
2023 Consumer Spending	
Apparel & Services: Total $	$95,235,511
Average Spent	$1,815.64
Spending Potential Index	83
Education: Total $	$78,266,698
Average Spent	$1,492.13
Spending Potential Index	83
Entertainment/Recreation: Total $	$156,424,622
Average Spent	$2,982.19
Spending Potential Index	79
Food at Home: Total $	$283,338,043
Average Spent	$5,401.75
Spending Potential Index	79
Food Away from Home: Total $	$162,290,498
Average Spent	$3,094.02
Spending Potential Index	83
Health Care: Total $	$298,989,243
Average Spent	$5,700.14
Spending Potential Index	77
HH Furnishings & Equipment: Total $	$124,885,893
Average Spent	$2,380.91
Spending Potential Index	81
Personal Care Products & Services: Total $	$41,275,998
Average Spent	$786.91
Spending Potential Index	82
Shelter: Total $	$1,054,241,073
Average Spent	$20,098.78
Spending Potential Index	81
Support Payments/Cash Contributions/Gifts in Kind: Total $	$129,137,359
Average Spent	$2,461.96
Spending Potential Index	79
Travel: Total $	$94,321,937
Average Spent	$1,798.22
Spending Potential Index	80
Vehicle Maintenance & Repairs: Total $	$56,764,110
Average Spent	$1,082.19
Spending Potential Index	83

January 09, 2024